



CERTIFICATION
PROGRAMME





THE EPP CERTIFIED PRICING MANAGER® PROGRAMME IS THE **GLOBAL STANDARD** FOR PRICING MATURITY DEVELOPMENT

4 days of intensive in-class learning	1 evening session with a guest speaker	10 Minimum X ROI	Pricing Maturity Scan	Project Coaching
The programme covers all skill cards of the pricing maturity levels, delivered by top pricing experts.	Business experts share their best practices in a peer-to-peer setting.	Your certification is based on real business project success.	You analyse the organisational pricing maturity and define the gaps for priority setting.	2x half hour of free coaching to help you deliver your project. Additional coaching is possible on request and will be charged.

FOR YOU

→ a personal career and development plan

FOR YOUR COMPANY

→ effective margin improvement and organisational pricing maturity development

→ increase the employability and recognition for pricing professionals

“A BLEND OF INTENSIVE KNOWLEDGE TRANSFER, INTERACTIVE DISCUSSIONS, BUSINESS CASES AND GROUP WORK”

LEARN BY REFLECTION

We help you formulate your ambitions/goals for the programme, and help you reflect on what you have learned.

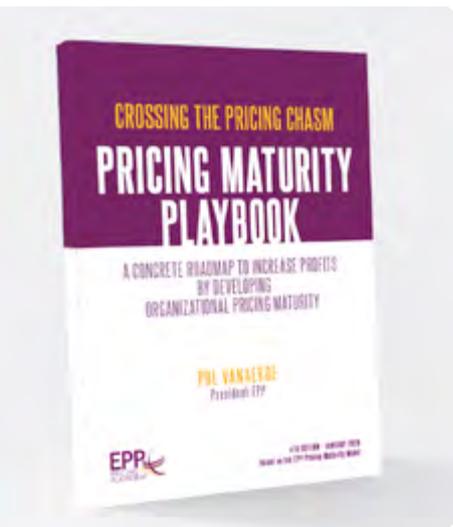
LEARN BY DISCUSSION

We bring you state-of-the art concepts & tools and embed intensive use of real business cases to ensure optimal knowledge sharing via interactive discussions.

LEARN BY DOING

You will bring the concepts into your own certification project/organisation and make it really happen.

THE CERTIFIED PRICING MANAGER® PROGRAMME IS TRULY **UNIQUE**



1 The programme is based on a **body of knowledge** with input from world's leading consultants and cross-industry business practitioners.

2 The **top faculty** at the Certified Pricing Manager programme are leading experts and pricing practitioners. We only select the best.

3 For optimal effectiveness, the programme is built around a **collaborative learning design** based on: team learning, peer learning and action learning, boosted throughout the week.

4 For maximum impact we ensure **multiple coaching opportunities** during the training week and 2 free coaching sessions during the duration of your project. Additional sessions will be possible upon request and will be charged. You get support from our experienced expert faculty.

5 What makes this programme truly stand out is that **certification is based on a real business project** that you realise in a time period of 6-12 months. There is an impressive – proven – ROI.



The ROI of the CPM® projects are tangible. Some examples:

INDUSTRIES	PROJECTS	IMPACT
→ Manufacturing industry	Value Pricing Project	1000K
	Value Calculation	600K
	Portfolio Optimisation	1500K
→ Automotive industry	Price Erosion Project	529K
	Deep Dive Analytics	120K
	→ MedTech industry	New bonus system
→ Pharma industry	Escalation project	595K
	World Reference Pricing	365K
	Transactional control	800K
	→ Services industry	Escalation Project

THE GOALS OF THE CPM[®] 1 - PROFESSIONAL LEVEL PROGRAMME



” POL, I WANTED TO THANK YOU FOR THE TRAINING YOU PROVIDED THIS WEEK. WE ALL REALLY ENJOYED IT AND WE THOUGHT THE WEALTH OF EXAMPLES YOU PROVIDED MADE THE TRANSITIONING VERY RELEVANT. I WILL REALLY RECOMMEND THIS TRAINING INTERNALLY IN VODAFONE.



Level 1 is on price list maintenance.

The CPM 1 - Strategies & Tactics of Pricing - programme is a pragmatic, interactive, programme discussing the role of pricing in capturing value creation and enhancing your competitive positioning. We will cover both B2C and B2B markets.

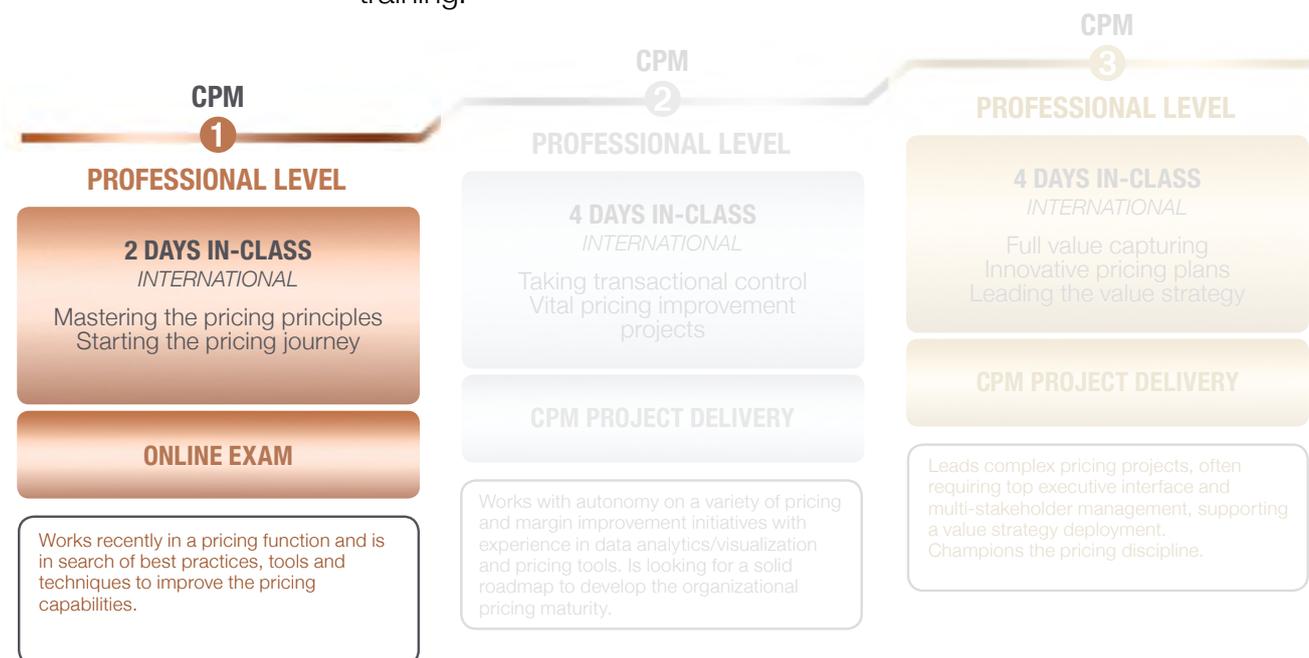
The programme will deliver you the right insights, processes and tools.

It is designed for pricing manager, pricing analysts, product managers, brand managers, account managers, financial professionals, controllers, market research professionals – from B2B, B2C and B2ME industries. In fact, it is for everyone who wants to gain a solid basis in pricing or spice-up their pricing skills in an intensive 2-days training.

The goals of this programme are:

- 1 Get equipped with the necessary skills and tools to assess your pricing maturity
- 2 Learn how to improve - and how to define the 'right' price while increasing revenues and profits
- 3 Gain insights in the elements that will influence price and learn the different steps of an optimal pricing process
- 4 Learn how to detect which factors cause price pressure and how to handle them

Certification on CPM level 1 is delivered based on passing the CPM 1 online exam.



THE GOALS OF THE CPM[®] 2 - ADVANCED LEVEL PROGRAMME



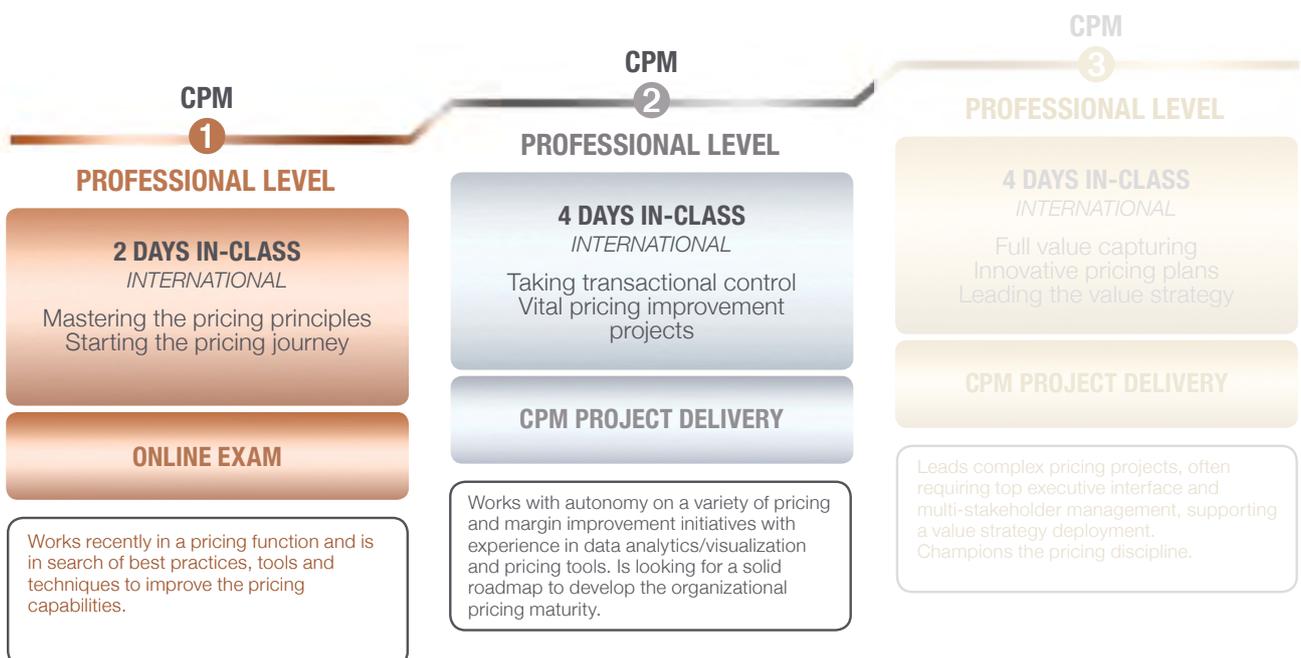
” I CAN CONFIRM THAT PRICING MATURITY DEVELOPMENT EFFECTIVELY WORKS IN OUR ORGANISATION. IT’S A STEPPED APPROACH AND WE INVOLVE SALES, PRODUCT MANAGEMENT, FINANCE AND MARKETING IN THE PRICING MATURITY ROADMAP. ”

Level 2 is all about gaining transactional control.

During this programme, you do not only prove to master the pricing optimisation know-how and know-what, you also show evidence of leading successful margin optimisation projects in your organisation.

The goals of this programme are:

- 1 Optimise your pricing analytics, understanding what happens and why it happens by installing the vital pricing reports
- 2 Start and deliver your 7 key margin improvement projects
- 3 Learn to implement an effective price increase programme
- 4 Learn to build and deploy an effective discount policy
- 5 Installing an effective pricing organisation with roles and responsibilities for transactional control, governance and KPI’s



THE GOALS OF THE CPM®3 - **EXPERT** LEVEL PROGRAMME



” IT’S A DEMANDING PROGRAMME, BUT THE REWARD IS THAT YOU’LL GROW BOTH AS A PRICING EXPERT AND AS A PRICING LEADER. ”

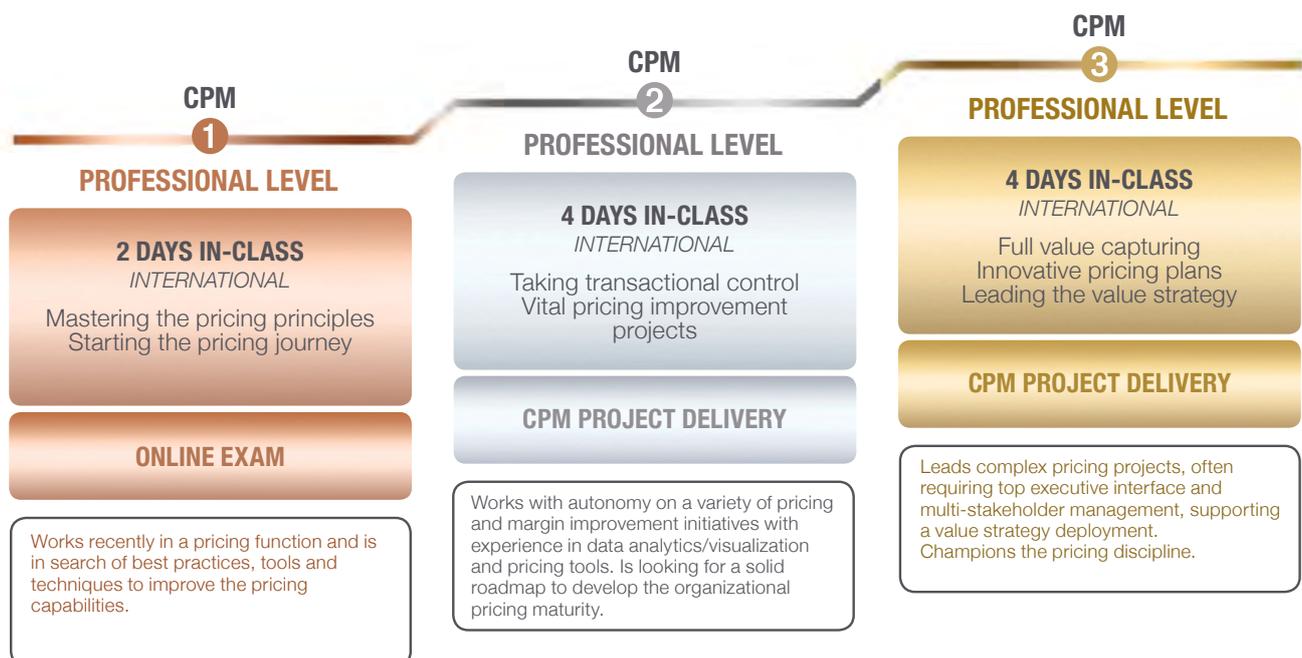
Level 3 is on full value capturing.

During this programme you prove to understand what it means to lead the change towards full value capturing, overcoming the pricing chasm (regression).

You show proof of evidence in your certification project that you make full value capturing in your organisation really happen.

The goals of this programme are:

- 1 Installing a value strategy
- 2 Installing value based pricing closing the knowledge gap to set a value based price
- 3 Implementing Economic Value Calculation
- 4 Installing conditional discount structure and surcharge policy
- 5 Monetizing services
- 6 Change Management



HOW IS THE PROGRAMME DESIGNED?

THE PMI® (PRICING MATURITY INDICATOR) AS THE START OF YOUR JOURNEY

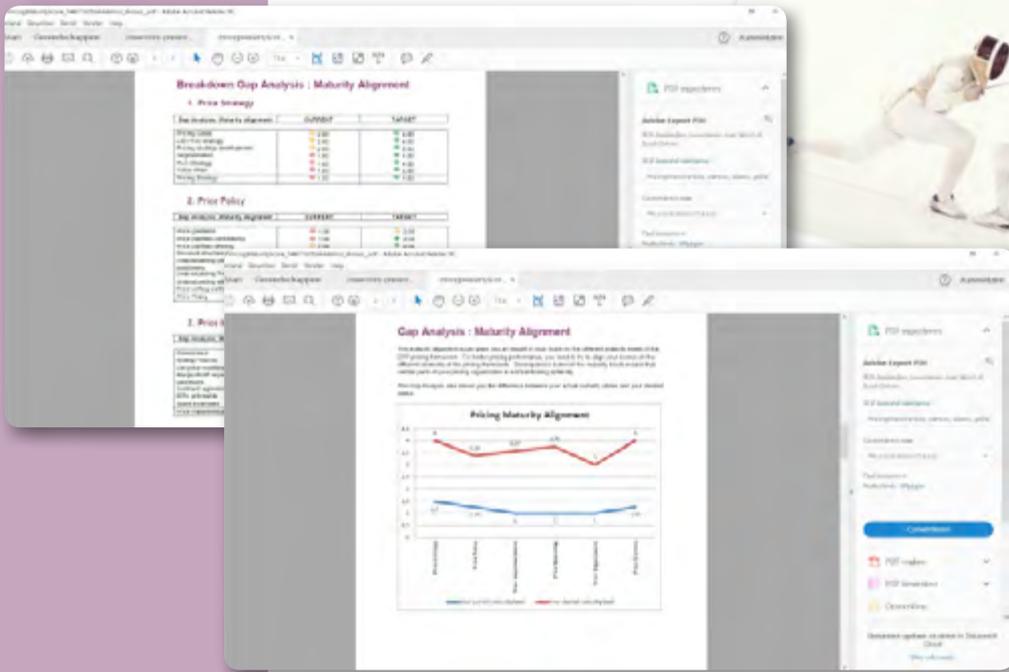
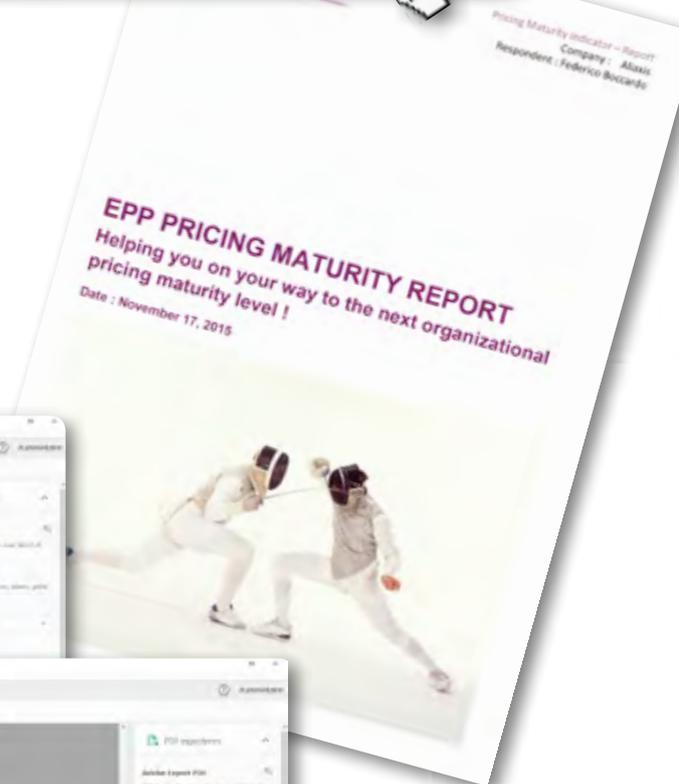
The Pricing Maturity Indicator is a free tool, developed by the EPP, aimed at identifying the current status of your organisation's pricing maturity, as well as the desired status.

The survey consists of 9 steps and a 'get your report' module. You will be guided through questions on Pricing Strategy, Price Policy and Price Setting, Systems and Tools, Organisation and Implementation. After finalising the survey, you will immediately receive your own personalised Pricing Maturity Report which can be used as a gap analysis to set your priorities to improve organisational pricing maturity.

The results will also give you an indication which CPM programme is the best choice for you.

<http://pricingmaturity.com>

<http://pricingmaturity.com>



HOW IS THE PROGRAMME DESIGNED?

THE CERTIFICATION PROCESS

CPM® Certification Process

Final certification is based on real business project success, proving that you master the skills to bring the organisation to a higher pricing maturity level. Your project and business

results are evaluated by the EPP Certification Board. If you succeed, you prove that you are able to apply the knowledge and skills you have learned during the CPM® programme.



GREAT EXPERIENCE, RELEVANT INSIGHT BACKED UP WITH SOUND PRACTICAL EXPERIENCE OF TRAINERS THAT MAKES YOU REFLECT.



MEET SOME OF THE CPM® ALUMNI

SUCCESS STORIES FROM THE CPM® ALUMNI

”
REFLECTION
IS A CRUCIAL
LEARNING
PRINCIPLE.
”



”Together with product marketing, field marketing and sales support, we did a mapping of

our features, determined which of them are unique and also mapping them against our main competitors. From there we derived the economic benefits which are measurable. Out of this two fairly simple value calculators were developed which we tested with some sales managers. Out of this discussion we pursued and focussed only on one of them and continued to further develop that calculator. The margin Impact was 1 M Euro annually. Out of this pilot project, we identified other strategic projects which we kicked off by now.”

Tobias Happel, Global Pricing Manager with Philips Healthcare.

PHILIPS
Healthcare



”The impact of the project was ~300K€ (2.4% on sales) and it served as a pilot for the definition

of a pan-divisional Pricing Excellence Programme.”

*Federico Boccardo,
EMEA Strategy Implementation Manager at Aliaxis*

Aliaxis



”To avoid pricing leakage, a right pricing governance and pricing policies have to be set

up. Level up operation teams and change the mentality is critical for the LFB. Our goal through this project is to reach a maturity in this field and train the International operational teams to be more efficient during tendering and contracting situation.”

*Mounib Jaballah,
Pricing Manager with LFB*

LFB
BIOMEDICAMENTS



”I created, based on industry best practice, my own experiences and feedback

from internal stakeholders, a process for improved efficiency in reference price list changes. All other things equal, this should give minimum 400 K Euro annually in increased revenues.”

*Christian Jonsson,
Operational Pricing Manager with SKF.*

SKF

A SELECTION OF COMPANIES WITH CPM® ALUMNI

”

THE CPM PROGRAMME OFFERS A STRUCTURED APPROACH TO PRICING AND PROFIT IMPROVEMENTS. I STRONGLY RECOMMEND IT TO ANYONE WORKING WITHIN PRICING.

”



abbvie



A SELECTION OF COMPANIES
WITH CPM® ALUMNI

Read ALL testimonials and
success stories on the EPP
portal site:

www.pricingplatform.com



FOR YOU?

CHECK OUT
OUR CALENDER
AND RESERVE
YOUR SEAT

NOW!



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CPM®

CERTIFIED PRICING MANAGER

EPP is the leading knowledge sharing platform, serving thousands of pricing and profit optimisation managers. Next to state-of-the-art industry focused forums,

workshops, seminars, open and in-company trainings, EPP offers also access to a vast digital library of articles, research and white papers.

The CPM® programme is the most recognised pricing certification for global pricing professionals.